

1 GOVERNMENT OF THE DISTRICT OF COLUMBIA
2 ALCOHOLIC BEVERAGE REGULATION ADMINISTRATION
3 ALCOHOLIC BEVERAGE CONTROL BOARD
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6 IN THE MATTER OF: :
7 Applicant: Zack Medford :
8 Date of Event: August 6, 2016:
9 Event: Medventures Marketing :
10 & Events, LLC :
11 (Great American Bar Crawl) :
12 Neighborhood: Multiple Licen :
13 Size of Event: 2500 :

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15 Wednesday, July 13, 2016
16

17 Whereupon, the above-referenced matter
18 came on for hearing at the Alcoholic Beverage
19 Control Board, Reeves Center, 2000 14th Street,
20 N.W., Suite 400S, Washington, D.C. 20009.

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2 BOARD MEMBERS PRESENT

3 NICK ALBERTI, BOARD MEMBER

4 RUTHANNE MILLER, BOARD MEMBER

5 JAMES SHORT, BOARD MEMBER

6 MIKE SILVERSTEIN, BOARD MEMBER

7

8 ALSO PRESENT:

9 ZACK MEDFORD

10 TASHA CULLINGS

11 MARK BRASHEARS

12 KEVIN PUENTE

13

1 P R O C E E D I N G S

2 FACT FINDING HEARING

3 CHAIRPERSON ANDERSON: We have another
4 Fact Finding Hearing for a pub crawl for Zach
5 Medford, date of event August 6, 2016, the
6 Medventures Marketing and Events, LLC, Great
7 American Bar Crawl. You can have a seat, sir.
8 Just identify yourself for the record, please.

9 MR. MEDFORD: Sure. My name is Zack Medford
10 with Medventures Marketing and Events.

11 CHAIRPERSON ANDERSON: Hello. Go ahead,
12 please.

13 MS. CULLINGS: Tasha Cullings, investigator
14 with ABRA.

15 MR. BRASHEARS: Mark Brashears, investigator
16 with ABRA.

17 CHAIRPERSON ANDERSON: All right we'll go
18 with the investigator first.

19 MR. BRASHEARS: Yes, sir, I had an
20 opportunity to review the application from the
21 Great American Pub Crawl. I've checked the
22 locations that they plan to utilize during the

1 pub crawl. All of them meet the requirements to
2 be involved as far as settlement agreements and
3 whatnot. I've reviewed the security plan that
4 they have and their litter control and, if I
5 could, I just had a few basic questions. I see,
6 sir, that -- so basically what I'm understanding,
7 it's a 21 and over event?

8 MR. MEDFORD: Absolutely.

9 MR. BRASHEARS: Okay and it looks like we're
10 using wrist bracelets?

11 MR. MEDFORD: Yes. I do, if you don't mind,
12 I would want to amend when I did do this
13 allocation I was shooting for the larger numbers
14 so that I could under -- because not having been
15 to Washington D.C. before, so it was better to go
16 with what I've read about from different hearings
17 and when I talked to the investigators kind of
18 the numbers they said. Since then, in learning
19 everything else I want to know, I don't want to
20 worry about 2500 people at all. I want it to go
21 under 1000 people easily, so I imagine some of
22 the questions are going to say 'how on earth

1 could you? And I agree, it's too much of an
2 undertaking with 2500 people, I'd like to amend
3 that.

4 CHAIRPERSON ANDERSON: What are the numbers?

5 MR. MEDFORD: Honestly, I'd like to do 500
6 people in pre-sales and then leave myself however
7 many, 250 more, for people on the day of showing
8 up, but I don't want to bite off more than I can
9 chew on the first time because I understand what
10 happens when you do.

11 CHAIRPERSON ANDERSON: So you're saying you
12 want to amend the application to say 750 people
13 maximum?

14 MR. MEDFORD: 750.

15 MR. SILVERSTEIN: Would you want to amend it
16 to 1000 so that you wouldn't find yourself all of
17 a sudden at 750 and --

18 MR. MEDFORD: I mean, if I do 999 or
19 something like that to make you guys comfortable
20 but also make me feel like I'm not biting off too
21 much. I would much rather break even on this
22 event this first time and do it right and not get

1 a fine and have a good relationship with these
2 venues to be able to come back later on and do
3 something else. This is kind of a testing the
4 waters.

5 CHAIRPERSON ANDERSON: All right, so you'll
6 amend your application to say --

7 MR. MEDFORD: Yes.

8 CHAIRPERSON ANDERSON: It says the Board
9 approved it so you'll amend your application
10 today to say 1000.

11 MR. MEDFORD: Yes.

12 CHAIRPERSON ANDERSON: All right.

13 MR. PUENTE: And I see here you provided a
14 map and you talked about a registration place for
15 the IDs. Where is that going to be located?

16 MR. MEDFORD: Originally we talked with
17 Griffin. Understandably many of the venues are
18 hesitant to go into a contract with a new company
19 that hasn't had approval from the Board and then
20 later on, I believe it was in June, I was alerted
21 that we were going to have this hearing anyway,
22 so kind of touched base with these different bars

1 but they're all tentative until I actually have
2 any kind of approval from you guys. So, at that
3 point I think the registration may be moved to a
4 different spot. Some of these bars may have made
5 other plans or taken reservations, but again,
6 another thing, because there are a lot less
7 people I would definitely reduce the number of
8 venues, you know, what I have in my mind is doing
9 six to seven venues.

10 MR. PUENTE: Versus the nine in the
11 application?

12 MR. MEDFORD: That's right.

13 MR. PUENTE: Okay.

14 MR. MEDFORD: And these were venues that I
15 wanted to -- that I'm going to reach out to once
16 I have Board approval and start finalizing
17 things, but this is my first time doing it here
18 so I wasn't sure which comes first, the chicken
19 or the egg, on this.

20 MR. PUENTE: And as far as the security, I
21 see you have yourself listed as an event manager
22 and then Brian Whitley listed as the assistant

1 manager/head of security.

2 MR. MEDFORD: Yes.

3 MR. PUENTE: How many other security
4 individuals are you going to have?

5 MR. MEDFORD: Sure, so I come from a bar
6 background, this will be my first year doing pub
7 crawls, or at least fully organized outside of my
8 city which is Raleigh, North Carolina. I own
9 three bars and am very aware of what it takes to
10 be compliant with North Carolina's alcohol
11 beverage control laws, so I also have staff that
12 works for me for our doors at our different bars
13 and nightclubs as well as bartenders that are
14 fully trained and are ABC certified, which is our
15 version of ABRA. So, what I was going to do was
16 bring security based on the number of tickets
17 sold, so at 750 I was planning to bring an
18 addition to Brian and myself, I was going to
19 bring three other people, for security purposes
20 and I also did want to ask the Board and the
21 investigators what do they want to see security
22 personnel doing outside of the bar security

1 personnel. So, where out in the streets I
2 believe.

3 MR. PUENTE: Bear in mind this is -- even
4 though you have a map and a basic area, this is a
5 little different than say an event that's
6 enclosed in one location. Typically, in that
7 instance, we look at a situation where we're
8 looking for at least one security person for 50
9 event goers.

10 MR. MEDFORD: Okay.

11 MR. PUENTE: But, this is a little different
12 being that they're basically going to be
13 traversing between the different establishments,
14 the establishments will also have the
15 requirement, you know, to check for the ID, check
16 for the bracelet that they're given and all those
17 things. Let me just ask a quick question. The
18 individuals that you're going to bring for
19 security, what kind of security background or
20 training do they have?

21 MR. MEDFORD: I would bring people that do
22 the door and front security for us at our bars,

1 so they would have an understanding of how to
2 cool situations down, how not to incite any
3 confrontations, understand that there's a line,
4 there's only so much you can do physically if
5 there's an issue and at that point you do need to
6 contact the authorities. And, you know, the
7 biggest thing for us is to train them how to stop
8 this before it ever boils over in the first
9 place.

10 MR. PUENTE: Right. But other than that do
11 any of them hold any type of security training,
12 security certification, anything of that nature?

13 MR. MEDFORD: No, we don't really -- at least
14 North Carolina that's not usually something that
15 they would require for that position, so we
16 wouldn't be bringing off duty officers or
17 anything from --

18 MR. PUENTE: And what type of apparel and
19 equipment would these individuals have?

20 MR. MEDFORD: You know, I hadn't actually
21 thought about that, I would take the Board's
22 recommendation on that. If it's a situation

1 where -- in our bars they wear black pants and a
2 black shirt that says staff on the back and
3 that's perfectly fine with me. If they could be
4 more festive, then I guess we'll do that, I think
5 it needs to be probably more recognizable.

6 MR. PUENTE: Okay, and as far as -- you had
7 mentioned, you know, the security and I guess
8 you're still kind of up in the air as to how you
9 wanted to utilize them.

10 MR. MEDFORD: Yeah, exactly, I don't know
11 exactly what you -- I mean, whether it's somebody
12 walking around trying to defuse situations before
13 they start and at that point calling 911 if there
14 is an issue, or, you know, I don't know exactly
15 what you'd recommend, so I'd like to hear that as
16 well so we can do it appropriately.

17 MR. PUENTE: And then I see you have a
18 litter prevention plan as well.

19 MR. MEDFORD: Yeah, we contracted with Extra
20 Clean Incorporated.

21 MR. PUENTE: So that is an actual?

22 MR. MEDFORD: Yeah.

1 MR. PUENTE: What I was looking at was an
2 actual contract?

3 MR. MEDFORD: Yeah, I believed I forwarded it
4 on to Mr. Baylow at some point but I probably
5 should have cc'd more people on that -- I don't
6 know what information ended up in which e-mail
7 boxes.

8 MR. PUENTE: And I'm sure the Board will have
9 more questions about that, you know, based on how
10 the area lays out. And you said to date you have
11 not secured the establishments? Is there -- have
12 you spoken with --

13 MR. MEDFORD: I have [inaudible 1:10]

14 MR. PUENTE: Have you spoken with them at
15 all?

16 MR. MEDFORD: Yes, I've already reached out
17 to them.

18 MR. PUENTE: Okay.

19 MR. MEDFORD: We've had e-mails back and
20 forth. It's just a matter, as I said, I'm
21 hesitant to jump in bed with anybody before I
22 know that they're ABRA certified and have the

1 permit.

2 MR. PUENTE: All right, that's all I have,
3 sir.

4 CHAIRPERSON ANDERSON: Do we have any
5 questions by any other Board members? Yes, Ms.
6 Miller. I'm sorry?

7 MS. MILLER: Mr. Short can go first.

8 CHAIRPERSON ANDERSON: Go ahead, Mr. Short.

9 MR. SHORT: Thank you. Good morning.

10 MR. MEDFORD: Good morning, still.

11 MR. SHORT: Is it Mr. Medford? I want to say
12 I appreciate you coming before us prepared and I
13 have family in North Carolina and, in fact, two
14 of my grandchildren went to school there, in
15 Raleigh. It's a very nice place and I've never
16 seen any, I've never been to a disorderly bar in
17 North Carolina.

18 MR. MEDFORD: They're very strict there. They
19 are a control state.

20 MR. SHORT: Thankfully, you're the kind of
21 person that does the city proud when you come and
22 do business and prepared the way you are. So,

1 you're going to amend your application to say
2 1000?

3 MR. MEDFORD: Yes. And, you know, like I
4 said, I want to leave that option open for myself
5 but I have a feeling that we won't go that far
6 because, again, I want to --

7 MR. SHORT: I'll just give you a tip I think
8 will be helpful to you. Working with these
9 investigators, they will tell you exactly what
10 this Board wants, expects and I think most people
11 that do that -- we have several vendors who come
12 forth with pub crawls -- that we really just have
13 to look at their work because we know that
14 they're past behaviors and their events have been
15 the type that have been safe, no complaints, the
16 bars, the streets, the community, the business,
17 everything is cleaned up after they leave, and so
18 hopefully, this will be your very first one, I
19 understand?

20 MR. MEDFORD: Yeah, in D.C. It won't be my
21 first one in general. We did just actually
22 completed one in Raleigh. We had one this week

1 in Raleigh, North Carolina, and we have one this
2 week in Wilmington, North Carolina, and I've done
3 them in the years past, but never to the extent -
4 -

5 MR. SHORT: Wilmington's a pretty place,
6 right on the water there.

7 MR. MEDFORD: Great.

8 MR. SHORT: But, work with our investigators
9 and work with our staff and I'm quite sure that
10 you will find Washington to be a great place to
11 do business. It's a booming city right and now
12 and we just want to keep some things under
13 control. We saw the things that happened in
14 Florida and other places, so we are a world class
15 city and also that makes us a big target, kind
16 of, so help us help you help the citizens and the
17 event to be successful. Thank you, that's all I
18 have, Mr. Chair.

19 MR. MEDFORD: If I may address, I do want to
20 say there's a difference between me and the
21 previous producer and this is just me, I do this.
22 I don't have staff that necessarily goes and I

1 send, I don't intend to make my business scalable
2 in that sense, this is just more of a what a fun
3 way to spend the election year summer going out
4 to my favorite city, so we're only doing -- I
5 think we have like seven cities that we're doing
6 that I just kind of picked because I have family
7 in the District, I've come here every year for
8 Thanksgiving actually, and I love this city so
9 it's like I get to hang out with my aunt and do
10 this event. So, yeah, I want to be able to leave
11 that reputation intact and hopefully --

12 MR. SHORT: Great answers -- great answers.

13 MR. MEDFORD: Yeah.

14 CHAIRPERSON ANDERSON: Well, Mr. Medford,
15 since you never really had a chance, tell us
16 about you and your pub crawls.

17 MR. MEDFORD: Sure.

18 CHAIRPERSON ANDERSON: The investigator went
19 first so I never gave you a chance to state.

20 MR. MEDFORD: Seven years ago I opened my
21 first bar. Yeah, I guess I opened my -- I've
22 always bar tended but I opened my first bar seven

1 years ago, called Isaac Hunter's Tavern, in
2 downtown Raleigh. It was a -- we paid homage to
3 the history of how Raleigh was where North
4 Carolina was founded, and how they made Raleigh
5 the capitol. Went on to open up Coglins, which
6 is an 80s and 90s bar, and then now we have a
7 beer and -- like a retail beer bottle shop craft
8 beer store as well, so I have three bars, all
9 with three different -- one's a neighborhood bar,
10 one's an 80s dance club and one's a beer and
11 bottle shop, so they all have different needs,
12 have different security concerns, and they all
13 have lots of laws that we have to follow that and
14 I've spent -- it's been my job in my company is
15 to work with the ABC department of North Carolina
16 to secure our permits and basically comply with
17 every regulation that we can and fully understand
18 there's always different interpretations about
19 what's allowed and what's not, similar to how you
20 were saying with the wrist bands, people using a
21 bar crawl to circumvent private clubs from
22 charging to get in the door. There's a lot of

1 things that, a lot of intricacies to the law that
2 I've spent seven years learning about. I do
3 marketing and I do events for the bars. I'm kind
4 of the marketing side of things. My partner,
5 Ben, he does the financial and the accounting
6 side of things. So, when it comes to marketing
7 I've put on events like this. We have three bars
8 that are all on the same street, so we've done
9 bar crawls between those three many different
10 times and then we've grown this to include other
11 bars nearby. It's kind of a great way just to
12 organize people and bring them together and then
13 get to build the business during the off hours.
14 For The Great American Bar Crawl we wanted to
15 basically kind of spend the summer traveling to
16 some of our favorite cities. With it being an
17 election year, everyone's so divided it feels
18 like, we wanted this thing to bring everybody
19 together, and it's not a political event although
20 it is an American event was kind of the idea
21 here. It's gone over really well in the
22 different cities that we've set up in and the one

1 we just did in Raleigh went great. But it's
2 really more of a small scale just event for us,
3 not a make two million dollars and leave the city
4 and never look back thing.

5 CHAIRPERSON ANDERSON: Tell me what type of
6 regulations you have to comply with in North
7 Carolina to have a bar crawl.

8 MR. MEDFORD: So, there are not specific pub
9 crawl regulations in North Carolina. That being
10 said, if you leave the area in shambles it's
11 going to, first, reflect directly on the bars
12 that were participating. I don't know whether
13 the law can then point at the producer of the
14 event. I'm sure there are opportunities to go
15 after that. My bars are located on Fayetteville
16 Street which is kind of our main street in
17 Raleigh and they've invested a ton of money into
18 that street so if you do anything that was to
19 mess up that investment, they will let you know
20 and you will have someone to answer to. So,
21 along those lines, though, my dad's a lawyer so
22 liability is always the first thing in my head.

1 On our application to buy tickets there are two
2 different spots where you have to say that you're
3 21 or acknowledge that you're throwing your money
4 away because you will not be allowed to attend
5 the bar crawl. There are two different spots
6 that say you are not allowed to drink and drive,
7 that you must obtain either, whether it's a Lyft
8 or an Uber or it's a taxi, or take -- well we
9 don't have metros in Raleigh -- but take public
10 transportation home, we have partnered with Lyft
11 to provide people with their first ride free for
12 this. We sent out a -- for the Raleigh bar crawl
13 -- and all of this I'm discussing right now was
14 in place before I even knew about section 712.
15 But, you know, it's basically to make sure that
16 we're doing this right and that we never have any
17 problems. They sent out a responsible drinking
18 flyer to the prowlers the night before saying
19 plan out your ride home, eat food before you come
20 to this, you know, and basically what a glass of
21 wine to a shot of liquor to a beer how that
22 accounts in your body and how long it takes to

1 burn it off. We send out our Lyft information
2 and our public transportation options to people
3 ahead of time and we have information available
4 at the registration to say "put this in your
5 pocket and when you're ready to go home pull it
6 out and dial in your phone and you get a free
7 ride home." Here it's even easier because you
8 have the metro right there at DuPont Circle which
9 is where we're focusing the bar crawl area and we
10 also have a live map that I built through Google
11 Maps that lists all the bars on this map for D.C.
12 and my plan was to put the DuPont Circle metro
13 spot on there as well as long as -- as well as
14 the Lyft code, where you can click on the map and
15 it would then give you your code so you can get a
16 ride home safely. So, my goal is to get as much
17 information into everybody's hands so that I know
18 that they have been given every opportunity to do
19 the right thing and that we've done the right
20 thing.

21 CHAIRPERSON ANDERSON: Yes, Mr. Silverstein.

22 MR. SILVERSTEIN: First, I'd like to thank

1 Investigator Brashears and Investigator Cullings
2 for vetting this as well as you've done, the
3 questions that you asked and work with this, and
4 I want to thank you, Mr. Medford, for coming here
5 and being as open as you've been. One of these
6 establishments is less than a block from my home.
7 I generally support these things and I watch them
8 very closely. They provide a shot in the arm to
9 some of our establishments. Every dollar that's
10 spent a dime of it goes to the city. The hope is
11 that the events do not cause any problems that
12 would require us to spend more money than we take
13 in and especially in an area such as that, that
14 you're asking for and applying for, there are
15 people working there and the retail going on on
16 weekends and our hope is that this is a positive
17 draw, that it brings good people to the
18 neighborhood and in good spirits and does not
19 drive away shoppers because of too much going on.
20 I wish you well, and thank you very much, all of
21 you.

22 CHAIRPERSON ANDERSON: Do you have any

1 questions, Mr. Alberti?

2 MR. ALBERTI: No, I don't.

3 CHAIRPERSON ANDERSON: Any other questions.

4 MS. MILLER: I just have a few. I appreciate
5 all that you just said because I think you had a
6 lot of good ideas which other pub crawls do also,
7 you know with respect to the flyers and telling
8 people all their options, so I wanted to make
9 sure that you did have that kind of communication
10 with both the people who participate and the
11 establishment, like what the rules are and what
12 the options are and things like that.

13 MR. MEDFORD: Yes.

14 MS. MILLER: Have you been to a pub crawl in
15 D.C. ever?

16 MR. MEDFORD: You know, I haven't. I've done
17 my own.

18 MS. MILLER: Okay. You've done your own but
19 not in D.C. right?

20 MR. MEDFORD: No, I've been to pubs on a walk
21 in D.C.

22 MS. MILLER: Okay, okay.

1 MR. MEDFORD: Unofficial.

2 MS. MILLER: I appreciate your representation
3 that you'll go small to begin with while you're
4 learning the ropes. So, my only concern is -- I
5 think you sound great -- my only concern is about
6 the staff and what I was hearing, it didn't sound
7 like you were sure enough, and maybe you could
8 work with the investigators about whether you're
9 going to have somebody with security training or
10 not, and I don't know if you've figured out how
11 many people you're going to have at registration
12 and things like that, roamers. Have you thought
13 about that?

14 MR. MEDFORD: Generally what we've done is
15 have two people at the registration table that
16 when registration ends then they go out and start
17 monitoring the situation out on the street. It's
18 nice to do in a nice enclosed area so it's pretty
19 obvious because if you're out walking 12 blocks
20 and turning a corner and trying to make it all
21 line of sight, then those bars are as close as
22 you can. I do think I need to speak with the

1 investigators to make sure that I have the
2 security plan done correctly. That was one of my
3 biggest question marks walking into this hearing,
4 was how that can be done and what probably best
5 practices have been in the past.

6 MS. MILLER: Okay, good. And you are going
7 to be here.

8 MR. MEDFORD: Oh, I will be here.

9 MS. MILLER: Yeah, okay, good. And you will
10 have made contact with obviously the
11 establishments because you're going to line them
12 up for sure, correct?

13 MR. MEDFORD: Yeah, my goal is to hopefully
14 to receive tentative approval from this Board
15 today and then be able to go right over and start
16 knocking on doors --

17 MS. MILLER: Okay.

18 MR. MEDFORD: -- and say yeah.

19 MS. MILLER: Great. And how about MPD?

20 MR. MEDFORD: Say that again?

21 MS. MILLER: MPD our police department.

22 MR. MEDFORD: Oh, yes, the -- so I wasn't

1 sure the best way to contact them because I don't
2 know if they were included on my original e-mails
3 that I pulled from -- that investigator Puente
4 had sent me a list of people to contact.

5 MS. MILLER: Okay.

6 MR. MEDFORD: Looking back I don't see anyone
7 directly related to the police department that I
8 know of.

9 MS. MILLER: Okay.

10 MR. MEDFORD: How are you supposed to do --

11 MS. MILLER: I think that as part of the
12 procedure and Mr. Brashears can help you with
13 that.

14 MR. MEDFORD: Great.

15 MS. MILLER: Okay. Thank you.

16 MR. MEDFORD: Thank you guys.

17 CHAIRPERSON ANDERSON: Any other questions?
18 Hearing none, then I will make a motion that we
19 approve this pub crawl. You have agreed to
20 reduce the numbers from 2500 to no more than 1000
21 and so I'll have you initial in the application
22 that it's no more than 1000. So, I make a motion

1 that we approve this pub crawl. Is there a
2 second?

3 MR. SHORT: Second.

4 CHAIRPERSON ANDERSON: Mr. Short has seconded
5 the motion. All those in favor say aye. [Chorus
6 of ayes] All opposed. [No audible response.]
7 The matter passed 5-zero-zero. So, I'm going to
8 sign off on this but what I'll have you also do
9 on the front page of it, it says 2500, I need you
10 -- we'll have you also change the numbers and
11 initial it, okay? All right, thank you, sir and
12 good luck.

13 MR. MEDFORD: Thank you.

14 (Whereupon, the above-entitled matter was
15 concluded.)

16